

Edmund Tijerina: Trinity study backs up arts-money link

Web Posted: 06/03/2005 12:00 AM CDT

San Antonio Express-News

Supporters of the arts in San Antonio have long touted the economic benefits of creative businesses but haven't been able to put any numbers to their assertion.

Now they can.

According to a study about to be released, the arts and creative businesses generate some \$1.2 billion to the Alamo City's economy. A formal public presentation is coming Wednesday, and media outlets are getting a sneak peek at the study this weekend.

The city and the Greater Chamber helped with the study that a pair of Trinity University researchers conducted. Expect to hear more about this study and its conclusions in the week ahead.

Missed opportunity

San Antonio should be the center of an international buzz with tonight's Emmys en Español awards program.

It isn't — and that's too bad.

For people who know Spanish-language television, the honorees — newscaster **Jorge Ramos**; variety show host **Mario Kreutzberger** (better known as "Don Francisco"); news magazine host **María Celeste Arraras**; soccer announcing legend **Andres Cantor** (one word: goooooo!); and actress **Veronica Castro** — are truly names that need no introduction. Honoree **Ray Rodriguez** is president and chief operating officer of Univision.

With this roster, the organizers could have easily created a buzz and brought attention from throughout this country and Latin America. Imagine a red carpet procession leading to the Majestic Theatre or the Municipal Auditorium. Instead, it's a quiet, exclusive affair at the McNay Museum.

So members of the National Academy of Television Arts and Sciences — welcome to our city and please come back and do this again. And next time, let the rest of us share in the fun.

Jazz festival

On the other end of the accessibility scale, here's something that is completely open: The San Antonio Summer Art & Jazz Festival.

It's at Crockett Park, just north of downtown at Main Avenue and Cypress Street, and it's taking place Saturday and Sunday afternoon.

And admission is free.

All in the family

Perhaps it shouldn't be a surprise that **Andrea Shearer-Lee** purchased and is operating a salon and spa.

Essence, a "salon, skin and body spa" on De Zavala Road, celebrated its grand opening Wednesday.

Her "cosmetic spa," Shearer-Lee explained, performs spa services, like massage and facials, but the cosmetic aspect includes laser hair removal, microdermabrasion facials and lots of other funky-sounding procedures.

In any event, she's just following her parents' example. Her father, **Sergio Shearer**, served on the Texas Cosmetology Commission when he was appointed by then-**Gov. Ann Richards**. Her mother, **Cindy Shearer** (now Sandoval), serves on the commission after having been appointed by **Gov. Rick Perry**.

It's a family tradition.

Got news? We want to know! Contact Ed Tijerina at (210) 250-3215 or e-mail etijerina@express-news.net. His column appears on Sundays, Tuesdays, Thursdays and Fridays.

Online at:

<http://www.mysanantonio.com/news/columnists/etijerina/stories/MYSA060305.3B.tijerina.2d71a9cc1.html>